

CLAIMS:

1. A method of broadcasting a series of television programmes, the method comprising repeatedly broadcasting a group of programmes in the series and, after a period, repeatedly broadcasting a subsequent group of programmes in the series instead of the previous group of programmes, wherein the subsequent group of programmes includes at least one programme later in the series than the programmes in the previously broadcast group, and continuing in the same way in order to broadcast all of the programmes in the series.
2. The method of claim 1, wherein repeatedly broadcasting the group (or subsequent group) of programmes comprises broadcasting the programme in a single channel or audiovisual data stream.
3. The method of claim 1 or claim 2, wherein repeatedly broadcasting the group (or subsequent group) of programmes comprises broadcasting the programmes in the group one after the other.
4. The method of any one of the preceding claims, wherein repeatedly broadcasting the group (or subsequent group) of programmes comprises broadcasting the programmes only one at a time.

5. The method of any one of the preceding claims, wherein the period is long enough for the programmes in the groups to be broadcast more than once.
- 5 6. The method of any one of the preceding claims, wherein the programmes are broadcast circularly.
7. The method of any one of the preceding claims, wherein each group of programmes includes all but the earliest one of the programmes in the preceding group of programmes and/or all but the latest one of the programmes in the succeeding group of programmes.
- 10 8. The method of any one of the preceding claims, wherein the groups of programmes are broadcast only during intervals.
- 15 9. A method of transmitting a television programme including interactive content, the method comprising transmitting a stream of audiovisual data for display by a receiver and transmitting a separate stream of interactive content data for storage at the receiver, wherein the stream of audiovisual data includes codes in response to the receipt of which the receiver is intended to include the stored interactive content data in the display of the audiovisual data.
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10. A method of receiving a television programme including interactive content, the method comprising receiving a stream of audiovisual data for display and receiving a separate stream of interactive content data, storing the interactive content data and responding to codes in the stream of audiovisual data to include the stored interactive content data in the display of the audiovisual data.
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11. The method of claim 8 or claim 9, wherein the interactive content is included in the display of the audiovisual data by overlaying it on the displayed audiovisual data.
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12. The method of any one of claims 9 to 11, wherein the displayed interactive content is varied in response to further codes included in the audiovisual data stream.
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13. The method of any one of claims 9 to 12, wherein the codes are transmitted a Vertical Blanking Interval (VBI) of the audiovisual data stream.
14. The method of any one of claims 9 to 13, wherein the codes are transmitted in a page of Teletext<sup>TM</sup>.
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15. The method of any one of claims 9 to 14, wherein the codes are transmitted in Teletext<sup>TM</sup> page 7AA.

16. An apparatus for broadcasting a series of television programmes, the apparatus comprising: a transmitter for repeatedly broadcasting a group of programmes in the series and, after a given period, repeatedly broadcasting a  
5 subsequent group of programmes in the series instead of the previous group of programmes; and a controller for including in the subsequent group of programmes at least one programme later in the series than the programmes in the previously broadcast group, wherein the transmitter and controller continue in the same way in order to broadcast all the programmes in the  
10 series.

17. The apparatus of claim 16, wherein the transmitter repeatedly broadcast the programmes in the group (or subsequent group) in a single channel or audiovisual data stream.

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18. The apparatus of claim 16 or 17, wherein the transmitter repeatedly broadcasts the programmes in the group (or subsequent group) one after the other.

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19. The apparatus of any one of claims 16 to 18, wherein the transmitter repeatedly broadcasts the programmes in the group (or subsequent group) only one at a time.

20. The apparatus of any one of claims 16 to 19, wherein the period is long enough for the programmes in the groups to be broadcast more than once.

5 21. The apparatus of any one of claims 16 to 20, wherein the transmitter broadcasts the programmes circularly.

22. The method of any one of claims 16 to 21, wherein each group of programmes includes all but the earliest one of the programmes in the  
10 preceding group of programmes and/or all but the latest one of the programmes in the succeeding group of programmes.

23. The apparatus of any one of claims 16 to 22, wherein the transmitter broadcasts the groups of programmes only during intervals.

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24. An apparatus for transmitting a television programme including interactive content, the apparatus comprising a transmitter for transmitting a stream of audiovisual data for display by a receiver and transmitting a separate stream of interactive content data for storage at the receiver, and an  
20 encoder for including codes in the stream of audiovisual data includes, in response to the receipt of which codes the receiver is intended to include the stored interactive content data in the display of the audiovisual data.

25. An apparatus for receiving a television programme including interactive content, the apparatus comprising a receiver for receiving a stream of audiovisual data for display and receiving a separate stream of interactive content data, a memory for storing the interactive content data and a decoder 5 for responding to codes in the audiovisual data to include the stored interactive content data in the display of the audiovisual data.
26. The apparatus of claim 24 or 25, wherein the receiver includes the interactive content in the display of the audiovisual data by overlaying it on 10 the displayed audiovisual data.
27. The apparatus of any one of claims 24 to 26, wherein the decoder varies the displayed interactive content in response to further codes in the audiovisual data stream.
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28. The apparatus of any one of claims 24 to 27, wherein the encoder includes the codes in a Vertical Blanking Interval (VBI) or the audiovisual data stream.
- 20 29. The apparatus of any one of claims 24 to 28, wherein the encoder includes the codes in a page of Teletext™.

30. The apparatus of any one of claims 24 to 29, wherein the encoder includes the codes in Teletext™ page 7AA.
31. A method or apparatus substantially as described with reference to the accompanying drawings.  
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